



## MARTIN GOFFMAN ASSOCIATES

Expert consulting services  
to suit your exact needs.

Our focus at Martin  
Goffman Associates is  
turning information  
into intelligence  
so that you can  
turn it into profits.



MGA offers our services on an  
hourly or project basis.

All requests are strictly confidential.

*For more information or consultation,  
contact Dr. Martin Goffman at:*



## MARTIN GOFFMAN ASSOCIATES

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MEMBER ASSOCIATION OF  
INDEPENDENT INFORMATION



## MARTIN GOFFMAN ASSOCIATES

*Laboratory  
Information  
Management  
Systems*

*Turning  
Information  
Into  
Intelligence*

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MARTIN GOFFMAN ASSOCIATES  
is a full-service business and  
technical research organization  
providing information and  
analysis that brings results.

Our Laboratory Information  
Management Systems (LIMS)  
specialists are experts trained to  
improve your operation. We seek  
out those specific areas that hinder  
your organization's progress. We  
obtain the information you need  
to produce results for your  
company. We assess your  
operation, identify specific areas  
that need improvement, and then  
provide the intelligence and  
knowledge which  
will make your  
projects more  
successful and  
profitable.

MGA will identify and analyze relevant  
information so you can improve work flow  
and thereby increase productivity, reduce  
paperwork, and operate more efficiently.

We can help you identify new business  
opportunities, target new prospects,  
expand market penetration, and most  
importantly, secure a competitive edge  
in today's marketplace.

Choosing an inappropriate LIMS may  
cause years of unnecessary problems  
and confusion within your laboratory  
and indeed your entire organization.

Our professional staff uses extensive  
resources to collect, evaluate, analyze, and  
transform facts about your organization  
into valuable, high quality  
information that will bring  
you results today  
and in the future.

The highly trained laboratory specialists at  
Martin Goffman Associates include Ph.D.  
chemists and information professionals, all  
of whom have extensive experience and are  
recognized experts in their fields.

*WE PERFORM:*

*LIMS consulting*

*LIMS system overviews*

*LIMS needs assessment*

*Laboratory computerization system planning*

*Writing a Request for Proposal (RFP)*

*Project evaluation*

*Selecting specific hardware and software*

*Integrating lab information into the LIMS*

*Bar code applications within the organization*

*Vendor selection*

*LIMS implementation*

*Ongoing system management*

**LABORATORY  
AUTOMATION  
SPECIALISTS**